










Exhibit A

Publishers Clearing House Magazine Buyers Mailing List

Publishers Clearing House offers promotionally responsive and credit-worthy buyers of magazine subscriptions generated from PCH's various sweepstakes mailings.

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SEGMENTS		COUNTS THROUGH 06/30/2022	POPULARITY: ***** 100
647,541	TOTAL UNIVERSE / BASE RATE	\$100.00/M	MARKET: CONSUMER
7,500	AVG. MONTHLY HOTLINE BUYERS	+ \$15.00/M	CHANNELS: 
20,000	QUARTERLY HOTLINE BUYERS	+ \$10.00/M	SOURCE: DIRECT MAIL SOLD
5,000	MONTHLY CHANGE OF ADDRESS	+ \$15.00/M	PRIVACY: UNKNWN
DESCRIPTION			DMA?: YES - MEMBER
Publishers Clearing House offers promotionally responsive and credit-worthy buyers of magazine subscriptions generated from PCH's sweepstakes mailings. 100% direct mail sold. These buyers have purchased from over 100 popular titles in a wide variety of interest categories.			STATUS: PREFERRED PROVIDER
			GEO: USA
			GENDER: 70% FEMALE 30% MALE
			SELECTS
			1 - \$20 \$10.00/M
Ideal prospects for magazine subscriptions, general merchandise, publishing, fundraising, credit card, home, garden, ethnic, children, family, education, music and book clubs, health and fitness, mature, travel , hobbies, collectibles, and sports offers.			KEYING \$2.00/M
			MULTI-BUYERS/NEW TO FILE \$10.00/M
			OVER \$20 \$20.00/M
			PAID \$10.00/M
			RUNNING CHARGES \$10.00/M
PROFILE/DEMOGRAPHICS:			STATE/SCF/GENDER \$5.00/M
			SUBSCRIPTION CATEGORIES \$10.00/M
			ZIP \$10.00/M
			ZIP +4 \$3.00/M
			ADDRESSING
GENDER: 70% Female; 30% Male			KEY CODING \$2.00/M
			SECURE FTP \$50.00/F
			RELATED LISTS
			 I-BEHAVIOR DATABASE
			 PROFILE AMERICA POSTAL AND EMAIL MASTERFILE
SOURCE: 100% Direct Mail			 PUBLISHERS CLEARING HOUSE MERCHANDISE BUYERS
			 CAROL WRIGHT GIFTS CATALOG BUYERS
			 AMERIMARK ENHANCED MASTERFILE
			 ALLIANT DIRECT AUDIENCES - MASTERFILE
			 AMERILINK CONSUMER DATABASE
AVERAGE SALE: \$30.00			 DR. LEONARD'S HEALTHCARE
The file is selectable in a variety of ways including: Subscription Category, New to File, Multibuyers, COA's, Paid and Dollar Amount (\$0-\$20; \$20+; \$30+; \$40+).			